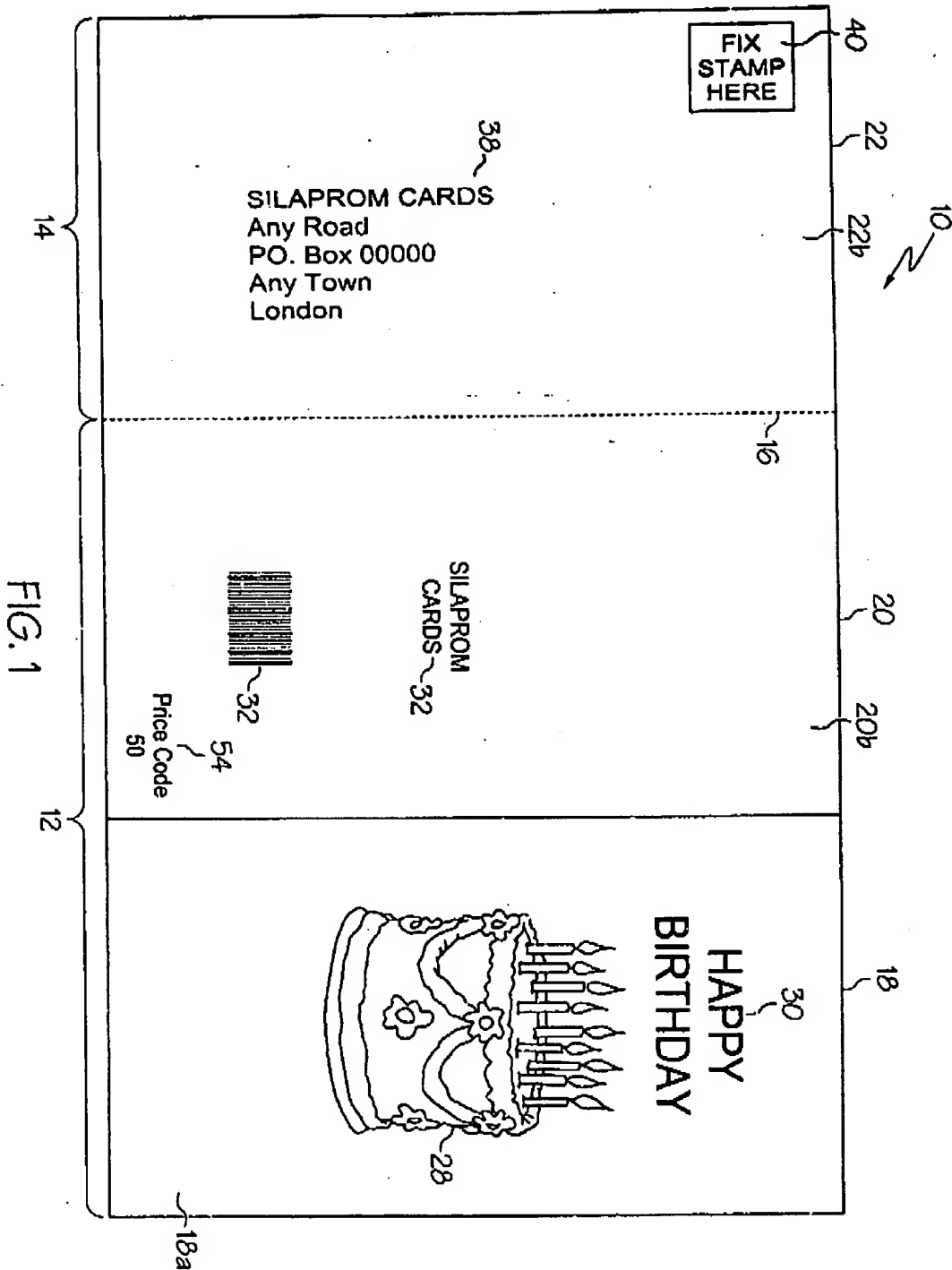


All text and artwork on the combined greeting card and reply postcard is printed at the time of manufacture. The printing at the time of manufacture would include the following: Front cover artwork 28 and text 30, back cover information including card publishers details 32, price code information 54, artist credit, etc. The return address of the card promoter 38 on 22b, a box to place a stamp in 40, Form 36 requesting recipient's information on 22a, and the greeting message inside 30. Upon receiving the combined greeting card and reply postcard a recipient need only detach the reply postcard, fill out form 36 and place a postage stamp in 40 and post the reply postcard to the card promoter.



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36 is a form to be filled out by the recipient of the combined greeting card and reply postcard, the form includes headings and lines or space after these headings so that a recipient may fill out the form with his or her details and then place a stamp on the opposite side in 40 and post the reply postcard to the card promoter.

10

24

18b

26

20a

22

22a

16

14

12

30

HAPPY BIRTHDAY

34

36

NAME

ADDRESS

POSTCODE

FIG. 2

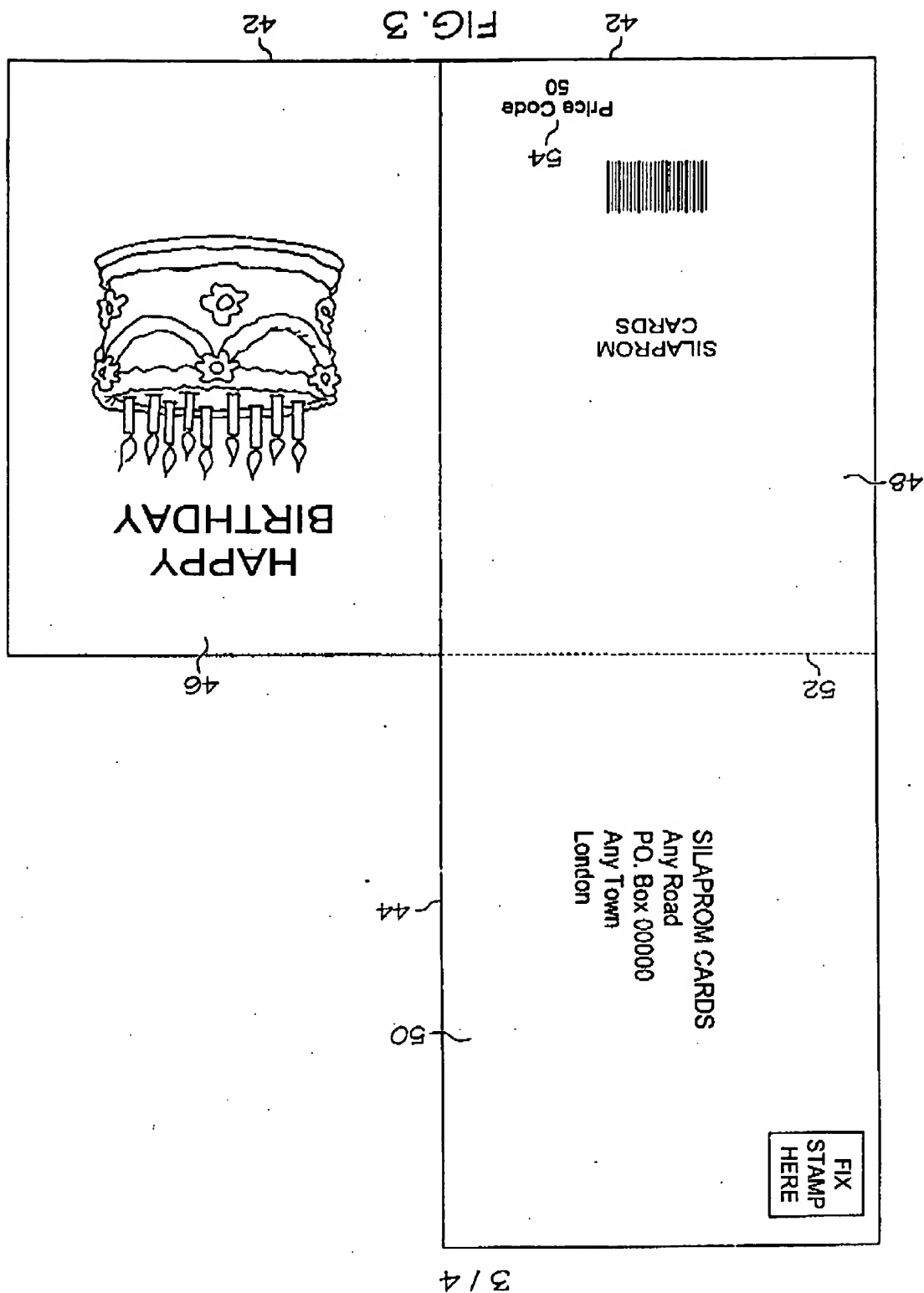


FIG. 4

HAPPY BIRTHDAY

NAME
ADDRESS
POSTCODE

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